

REMARKS

The Official Action dated January 18, 2007, has been carefully reviewed and the foregoing amendment has been made in response thereto. Prior to entry of the foregoing amendment claims 16 through 21 were active in the present application. Claim 16 stands rejected under 35 U.S.C. §112, second paragraph, as failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Claims 16 through 21 stand rejected under 35 U.S.C. §101 as being directed to non-statutory subject matter. Claims 16 though 21 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Jones et al., U.S. Patent Number 6,925,441.

The foregoing amendment presents amendments to claims 16, 17, and 19. Claim 16 has been amended to recite the step of determining a flight mileage value for each customer, said flight mileage value comprising a measurement of flight activities for miles flown by each customer within a specified time period, and the use of this flight mileage value in identifying highly valued customers of an airline. Support for this amendment to claim 16 is provided by the specification at paragraphs 083, 114 and 115. Claim 16 has also been amended to replace the phrase “airline’s bottom line” with “airline’s revenue,” and to add the additional limitation of presenting the results of said ranking to a user. Claims 17 and 19 have been amended to be consistent with amended claim 16.

It is believed that the amendment to claim 16, wherein the phrase “airline’s bottom line” is replaced with the phrase “airline’s revenue” overcomes the rejection of claim 16 under 35 U.S.C. §112, second paragraph. It is also believed that the amendments to claim 16, specifically the addition of the limitation of presenting the results of said ranking to a user, overcome the rejection of the claims under 35 U.S.C. §101.

The rejection of claims 16 though 21 under 35 U.S.C. §103(a) as being unpatentable over Jones et al. is believed to be overcome by the amendment to independent claim 16 presented above. As amended, claim 16 recites:

16. A method of identifying highly valued customers of an airline using a Customer Value Metric Model comprising:

determining a flight mileage value for each customer, said flight mileage value comprising a measurement of flight activities for miles flown by each customer within a specified time period;

determining a net revenue contribution value for each customer, said net revenue contribution value comprising a dollar value measurement for each customer's contribution to the airline's revenue within said specified time period;

scoring the flight mileage value and net revenue contribution value for each customer; and

identifying the highly valued customers by ranking the customers based on the scores and presenting the results of said ranking to a user.

It is not seen that Jones et al. includes any teaching concerning “determining a flight mileage value for each customer, said flight mileage value comprising a measurement of flight activities for miles flown by each customer within a specified time period.” Accordingly, it is believed that claims 16 through 21, as amended, are patentable over the cited reference to Jones et al.

In view of the foregoing amendments and remarks, it is believed that the application including claims 1, 3-8, 10-14, and 16-21 is in condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,



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